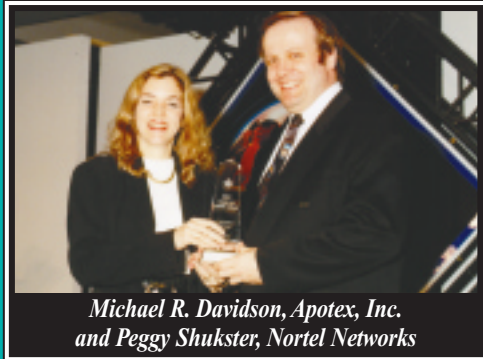


Apotex (nominated by Nortel Networks)

From their headquarters in Toronto, Canada and other facilities around the world, Apotex sells and exports to 115 countries around the globe. Founded in 1974 by Dr. Barry Sherman, Apotex has become the largest Canadian-owned pharmaceutical company. This has positioned them as a key player in the healthcare system making affordable, quality medicines accessible to all. Apotex makes over 167 different medicines in 450 dosages and formats that are used to fill over 28.6 million prescriptions per year. The Apotex Group has recently added a new dimension to their scope. They have branched into the high technology fields of biotechnology and original drug research.



*Michael R. Davidson, Apotex, Inc.
and Peggy Shukster, Nortel Networks*

Apotex has seven facilities in the Toronto area, including a biomedical research division. Biotechnology research and development facilities, as well as warehouses and distribution centres round out Apotex's presence worldwide. Apotex and their affiliated companies have over 3,000 employees in Canada, including 1,000 scientific staff.

Apotex Inc. is currently ranked in the top 20 of all Canadian companies in terms of annual R&D expenditures. To continue its rapid growth in highly competitive domestic and international marketplaces, the company requires

a robust digital nervous system. This allows high standards of communication and information transfer capabilities, improved productivity and reductions in time and cost through new efficiencies.

Apotex had reached the limit of usefulness of their phone switches by the close of 1997. In early 1998 the decision was made to replace the switches, wiring and handset in the corporate head office as well as an entire affiliate organization. The entire process, including purchase, installation, training and implementation, was successfully completed in a period of five months by a small implementation team.

To meet the demands of their changing call centre environment, Apotex Inc. has implemented a new Nortel Networks Meridian 1 Option 81C with 7 multi-fibre remotes using dual fibre interface cards and controllers for redundancy. To meet its demanding communication needs, Apotex had also implemented Nortel Network's Symposium Call Centre Server, Customer Controlled Routing (CCR), Meridian Integrated Recorded Announcement (MIRAN), Meridian Integrated Conference Bridge, and a Companion Microcellular in several sites.

Symposium Call Centre Server is the call centre solution that consolidates four small call centres in three separate buildings and eliminates the need for networking. In the event of a failure, backup scripting has been implemented via CCR with MIRAN-based announcements.

Because many of its key people are continually mobile, Apotex introduced a microcellular site. This increased employee mobility and reduced service cycle time by allowing instant communication. In addition, airtime

costs were reduced to zero, the need for pagers declined dramatically and the company is now able to look at offering additional options over its own network.

Though call volume is increasing by 50% per year, by utilizing these telco software applications, Apotex is providing service levels that exceed the increase wave.

Apotex Inc. operates in a rapidly growing, highly competitive market segment. The company is striving to maintain a simplified voice and data communications architecture that is flexible, expandable and easy to manage and maintain. The network infrastructure for voice and data communications has provided a high degree of reliability and has greatly reduced network outages. The Nortel Networks communications devices and ADC's termination equipment have positioned Apotex's infrastructure to easily support continued rapid growth.

In summary, by embracing new telephony directions, working with partners and employing innovative technology solutions, Apotex has reduced expenses, increased revenue and improved service to customers. The company has also become a reference site for computer telephony in Canada. ■

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IBM ADVERTISEMENT

1999

WINNER

CTI World
Golden
Award

INNOVATIVE CANADIAN INBOUND CALL CENTRE OF THE YEAR

Ontario Hydro (nominated by IBM)

IBM was proud to nominate Ontario Hydro Customer Care Centre for the Innovative Canadian Inbound Call Centre of the Year award.

The Ontario Hydro Services Company (OHSC) is a services-based growth company maximizing shareholder value through excellence in energy transmission and distribution businesses. Building off its strong platform of asset ownership, operational excellence and customer approval, OHSC diversifies into related, financially attractive businesses.



Wayne Jannaway, Ontario Hydro Services Company and Shahla Aly, IBM Canada

With over \$9 billion worth of assets, Ontario Hydro Services Company operates one of the largest transmission and distribution systems in North America. Ontario Hydro is comprised of a 29,000-kilometre transmission grid and a 120,000-kilometre distribution system throughout the province. Under changes to the Ontario electricity market, it will soon be possible for customers to buy electricity from one supplier and ship that electricity using the network of another supplier. OHSC currently serves 106 large industrial customers and retail customers, such as homes, farms, and small businesses. That's about one in every four households and about 20 % of all small business and commercial customers. OHSC also provides electricity to 305 municipalities, who in turn serve more than 2,946,000 customers.

Ontario Hydro's objective with their customer care initiative, was to build a customer communications centre to differentiate their retail customer service

from potential competitors by providing customer contact and field execution that are responsive to their customers' needs at competitive prices.

IBM was selected by Ontario Hydro, through a tendering process, to be a partner and system integrator to provide: a skilled team with practical experience, a low risk and disciplined approach to implementing customer communications centres, a cost effective technology, a scalable architecture, and an established long term relationship to help Ontario Hydro evolve to be "Best in Class" in call centres. Ontario Hydro's objectives were to consolidate 16 distributed call centre into two call centres in a virtual environment. This would improve customers' access to service, response time, and consistency as well as accuracy of information. Achieving these goals meant a major step in being more customer focussed. Ontario Hydro was also able to enhance financial and process control, as well as to improve agent productivity.

Ontario Hydro Services Company has a three-tier Client/Server architecture that is comprised of Windows NT on the desktop, IBM AIX middleware, and IBM MVS Host backend. Multi-vendor applications and software are used within Ontario Hydro with IBM Customer Relationship Management Service (CRMS) providing the integration services in their call centre environment.

Examples of new innovation in the Ontario Hydro Services Company's Customer Care Centres include the integrated use of IBM CallPath, Nortel Meridian telecommunication equipment and Andersen Consulting's Customer Information System to provide consistent service. Also, the use of CTI capabilities such as DNIS and CLID provides up to date power outage information to their customers. OHSC has developed an innovative use of call flow and traffic information to change outage service applications to handle unpredictable high peaks due to the unlikely event of a widespread power outage. The use of HTML has also

provided on-line access to user and technical documentation.

IBM is the world's largest information technology company, as well as the world's largest hardware company, software company, and IT Services company. IBM has 269,465 employees (year-end 1997) and business operations in 164 countries.

Within IBM Canada Ltd. we are especially proud of our own reputation as one of the most bold and innovative business and IT solution companies. Our Toronto development laboratory owns a number of key worldwide missions, including responsibility for our e-commerce and relational database software, two areas of keen interest to customers throughout the world. Our call centre organization, which we call Customer Relationship Management Services, is a world leader, building customized solutions which have often evolved to become part of IBM's worldwide offerings.

IBM has been implementing CTI-enabled call centres since 1987. We have more than 800 call centre solutions installed worldwide. These solutions range from stand-alone IVR to multi-site, multi-national call centres. IBM has competency centres located around the world, with hundreds of experienced professionals.

At IBM Canada, our call centre organization is a leader in architecting, developing, and deploying customized solutions.

IBM is the leading provider of customer service solutions in the Canadian marketplace, with end-to-end services ranging from consulting to design, development, implementation, and integration, to outsourcing. IBM Canada has implemented advanced call centres for organizations in almost every industry including Utility, Retail, Government, Insurance, Financial Services, Telecommunications, Transportation, and Distribution. ■



Seagate Software (nominated by e-commerce+)

Apropos Technology develops and markets the leading switch and network independent, client/server total call center management (TCCM™) system on the market. It offers an integrated package of call center technologies including: intelligent call and message distribution, interactive voice response, smart desktop messaging, real time supervisory capabilities, and cradle-to-grave interaction reporting. By merging major call center technology disciplines into one integrated management system, Apropos provides call center managers with a superior level of visibility and control into the entire lifecycle of any interaction. This integrated management concept reduces the complexity and cost of implementing call center automation and is the next logical evolution for CTI applications. Apropos works with all Centrex and PBX telephone systems, most legacy databases and networks, as well as third party business applications.

Seagate Software, Inc., of Vancouver, B.C., a subsidiary of Seagate Technology, Inc., in Scotts Valley, California, develops business intelligence tools that access, analyze, share and report on information stored in a variety of data sources. Strategic alliances with companies such as Microsoft, Lotus and SAP, has allowed Seagate Software to ship over 4 million copies of its leading reporting tool, Seagate Crystal Reports. When using the company's products, customers rely on timely and accurate technical support.

e-commerce+ told Seagate Software about call management software from Apropos Technology, Inc. First, according to Galloway, e-commerce+ "opened his eyes" to agent empowerment -- Apropos' ability to display all calls and allow agents to select those calls that took priority, had been waiting longest, or fell in a specialty area. "Knowing what the caller wants in advance helps agents be more psychologically prepared," Galloway adds.

Most importantly of all, the Apropos system substituted a simple 1.5 minute IVR routine for the costly system of pre-call processing. Callers are even allowed to choose the music and information they want to hear. "We knew we should be able to automate this, and with Apropos we could," Galloway says.

"Apropos gave us more capability, flexibility, and greater ease of use for less money [than its competitors]. It had a very fast payback time."

Having compiled a varied wish list of functionalities, Seagate Software looked at a half dozen vendors ranging from low-end voice recognition options to Apropos' competitors. Apropos won. "One significant factor was that Apropos would lower the cost of our PBX switch," Galloway says. Because the Apropos suite, which consists of four major components -- the Telephony Server, the Agent Desktop, the Supervisor Desktop, and Report System Desktop -- contains "soft" ACD functionality, Apropos allowed Galloway to pay only for a "plain vanilla" PBX connection. The fact that Apropos, through e-commerce+ (formerly CallPro), offered local support, service, and training sealed the deal. "We didn't want to wait for someone to come from Chicago, and we didn't have to," Galloway says. "Apropos and e-commerce+ have done a superb job."

Running on the Apropos server on a Microsoft network with TCP/IP, the system generates reports using Seagate Software's Crystal Reports database software and Pivotal Relationship from Pivotal to interface with the customer database.

Key Benefits

- Using Apropos' IVR functionality, Seagate Software was able to move at least 10 agents from operator to tech support status, saving the salaries of those positions and eliminating boring jobs.
- The system paid for itself in less than a year.
- Moving agents from operator to tech support status also shortened wait time because more tech support people were available to take calls.
- Callers can key in their information and then select the music they will hear as they wait for a tech support agent. Position in queue and key informational messages targeted by queue are also announced.
- Apropos allows agents to see all callers at a glance and select those who have been

waiting longest or have licensed premium service.

- Supervisors can switch agents from one queue to another in less than a minute or put agents in multiple queues.
 - Allowing certain agents to specialize in "trouble" calls has cut the time of those calls in half.
- " Apropos gave us more capability, flexibility, and greater ease of use for less money. It had a very fast payback time." -- David Galloway, director of technical support, Seagate Software, Inc., Vancouver, BC.



Systems At-A-Glance

HARDWARE

- Apropos NT Server (Apropos Technology, Inc.)

SOFTWARE

- Apropos Agent Desktop (Apropos Technology, Inc.)
- Apropos Supervisor Desktop (Apropos Technology, Inc.)
- Pivotal Relationship (Pivotal)
- Seagate Crystal Reports (Seagate Software, Inc.)

NETWORK

- Microsoft with TCP/IP protocol

e-commerce+ is proud to be the exclusive distributor of the Apropos product in Canada. With installations across the country in organizations such as Pepsi, ISM-BC, Zurich Insurance and Seagate Software, the System Integration Team of e-commerce+ has been providing innovation Call Centre solutions for over four years. ■

Symantec Corporation

(nominated by Aspect Telecommunications)

Founded in 1982, Symantec Corporation is a world leader in Internet security technology and technology solutions that help companies manage and support workforces that use laptop computers and other mobile devices. The company is a leading provider of software products for the consumer market and is rapidly growing its presence as a provider of solutions to enterprise organizations. Symantec helps make its customers productive and keeps their computers safe and reliable, anywhere and anytime. Symantec's Canadian operations are headquartered in Toronto with offices in Montreal, Ottawa and Vancouver.



*Adele Partington (l.) and Cathy Cairns (r.),
Aspect Telecommunications*

Today, with over 20 products and 10 million customers, it is critical that Symantec's technical support operations are streamlined for maximum efficiency and high quality customer service. The support environment has to be prepared to make quick adjustments to help Symantec's growing customer and product base. Symantec has been successful at deploying a successful customer relationship management (CRM) strategy with their award-winning contact centers and on-line technical support. Just recently Symantec's support Website was recognized as one of America's ten best. Symantec's 150 technical support representatives handle customer contacts from two call centers, one located in Toronto and one located in Eugene, Oregon. The two centers are networked together to run as one virtual center.

Symantec implemented a CRM solution from Aspect Telecommunications that enables the support operations to easily and seamlessly run a support center that delivers high customer satisfaction. The technical

support contact center is organized by teams that align with each of the company's business units, and every product line has its own telephone number. This allows every queue to be unique to the product, so that interactive voice response (IVR) menus and messages on hold are tailored specifically to that product and that customer.

Most of Symantec's technical support representatives support multiple products such as ACT! or pcANYWHERE, or a product line with multiple versions, such as the company's Norton System Works, which includes Norton AntiVirus, Norton Utilities, Norton CrashGuard, and Norton CleanSweep. The flexibility provided by the Aspect solution allows Symantec to create agent groups with specific skill sets and directs customer calls to the most appropriate representatives. The Aspect CRM solution also gives Symantec the ability to dynamically change queues quickly and easily.

"Aspect gives us the ability to dramatically change our queues in seconds quite easily."

This flexibility is especially valuable when handling dramatic surges in customer contacts that accompany new product introductions. To handle the increased volume, Symantec uses intelligent overflow to transfer call to idle representative in other teams. They also outsource the handling of calls about older product lines. Outsourced calls are transparent to customer because all calls come into Symantec's support center and are then redirected by the Aspect Telephony Server.

The Aspect solution not only allows Symantec to route calls easily and correctly for the best possible customer service, it also provides detailed reports on all customer contact transactions, which are critical for measuring and forecasting support traffic as well as for monitoring performance targets. The service representatives can look at their team or individual statistics on a daily, weekly, monthly, or quarterly basis.

Aspect Telecommunications has been a leading provider of customer relationship management solutions in Canada, since

1992. Aspect Canada is a wholly owned subsidiary of Aspect Telecommunications headquartered in San Jose California. Aspect's leadership position in CRM solutions is based on its 14-year-history and over 60 mission critical customer interaction solutions situated in Canada. There are more than 3,500 customer contact center implementations deployed throughout the world of which many serve customers in Canada. Over the past several years, Aspect has established a strong presence in the high technology and financial vertical markets within Canada. Aspect has successfully deployed innovative customer relationship solutions involving advanced queuing and routing, CTI integration, customer self-service, and customer interaction. Other Canadian customers include various CIBC locations, NB Tel, Oracle, Chrysler-Canada, and Newfoundland Power.

Aspect's solutions enable companies in a broad array of industries worldwide to ensure consistent interactions with their customers. The Aspect® Customer Relationship Portal—a mixed-media customer contact solution that manages customer interactions by telephone, Web, e-mail and fax—delivers a consistent customer experience through one virtual place that connects customers with the right enterprise resources. The Aspect Customer Relationship Portal, along with Aspect Customer Self-Service, Aspect Customer Interaction and Aspect Customer DataMart, are essential for a company's complete CRM solution. These integrate with products from leading front- and back-office vendors and operate on a range of platforms, including the mission-critical Aspect Telephony Server.

Aspect provides customers with what they need to integrate their data, technologies, and business functions and processes, to increase productivity and value for them and for their customers. Aspect's focus and success in Canada is an instrumental part of Aspect's overall growth and success as a leader and innovator of customer relationship management solutions. ■